

Newspaper Ads and Radio Scripts to Promote Your Business

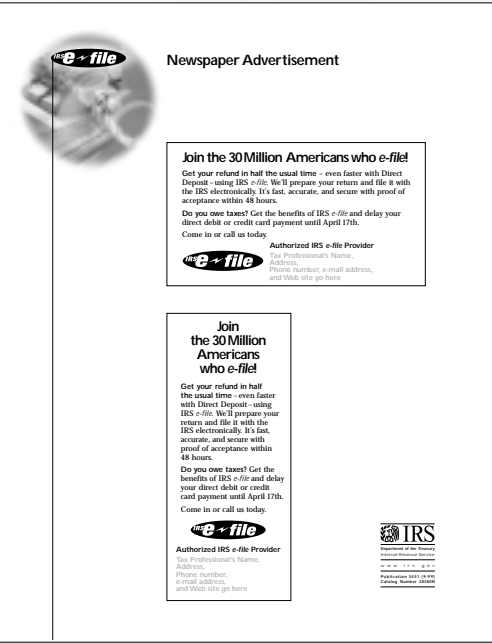
9 Newspaper Ads

Publication 3451

Sizes: 4 1/2 x 2 1/2" and 2 1/16 x 5"

To run your own advertising message, take these ads to your local newspaper.

They can reproduce these black and white layouts. Simply add your name, address, phone number, e-mail address and Web site at the bottom of the ad. The newspaper can even download electronic files of the ads directly from our Web site, [www.irs.gov/elec\\_svs/toolkit.html](http://www.irs.gov/elec_svs/toolkit.html)



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Radio Scripts

Payments

Publication 3138

Refunds

Publication 3012

only on the Web

Local radio advertising is a great way to reach a wide audience—and establish your name as an Authorized IRS e-file Provider. Download the scripts from our Web site, [www.irs.gov/elec\\_svs/toolkit.html](http://www.irs.gov/elec_svs/toolkit.html)

Call the Advertising Sales Manager at your local radio stations to schedule 60-second or 30-second spots, or both.

The scripts are designed for your local announcer to read live, filling in your name and phone number.

Get more— they're free!

IRS e-file Marketing Tools Order Form

Please send to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

I want to order the following FREE materials:

Form	Catalog No.	Title (descriptive)	Quantity
Pub. 1860	21090M	IRS e-file poster—refunds (17 x 22)	_____
Pub. 3139	24020K	IRS e-file poster—payments (17 x 22)	_____
Pub. 3452	28381C	Questions and answers sheet for tax professionals	_____
Pub. 3008	25128T	IRS e-file provider window/door decal	_____
Pub. 3009	25129E	IRS e-file provider easel backed desk sign	_____
Pub. 3010	25130R	IRS e-file stickers (32 stickers per sheet—specify number of sheets)	_____
Pub. 3043	24403M	IRS e-file Refund Cycle Chart	_____
Pub. 3229	26832R	Direct debit general information brochure for taxpayers	_____
Pub. 3228	26832Z	Credit card general information brochure for taxpayers	_____
Pub. 3007	25127E	Questions and answer brochure for taxpayers	_____

To place your order, call 1-800-829-3676 or mail this form to the nearest IRS Distribution Center:

Western part of the U.S. Western Area Distribution Center  
Sacramento, CA 95833-0001

Central part of the U.S. Central Area Distribution Center  
P.O. Box 9509  
Bloomington, IL 61702-0909

Eastern part of the U.S. and foreign addresses Eastern Area Distribution Center  
P.O. Box 85074  
Richmond, VA 23261-5074

IRS  
Department of the Treasury  
Internal Revenue Service

Order Form

Form 11379

All the items listed on this form are free to you from the IRS. They're designed to help build your business as an Authorized IRS e-file Provider.

To place an order for more of these free materials, complete the top of the form and indicate the quantities requested in the blanks. Mail the form to the IRS or call the toll-free number.

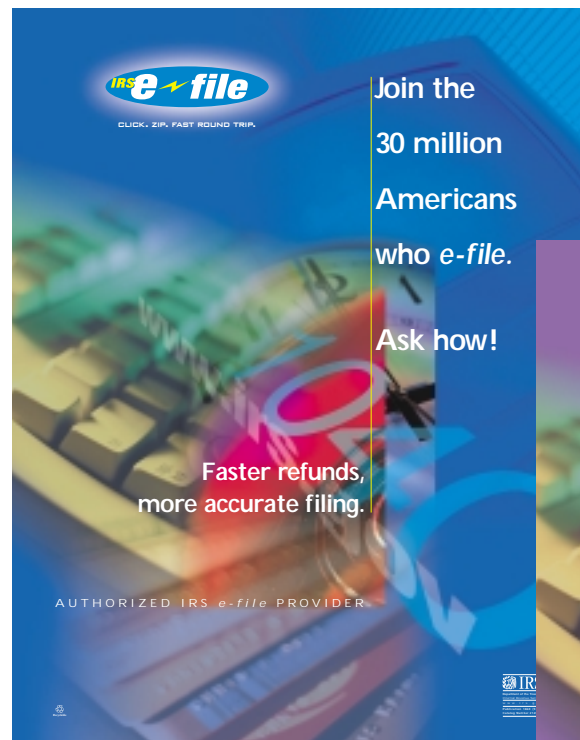


TEN  
WAYS TO  
ATTRACT  
AND  
KEEP  
CLIENTS

Look Inside  
For Your  
Marketing  
Tools ▶

ONLY FOR AUTHORIZED IRS e-file PROVIDERS





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## Posters

### Refunds

Publication 1860

### Payments

Publication 3139

Display both posters on your walls and windows—one for people getting a refund and one for those with a balance due.

Size: 17x22



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## Window/Door Decal

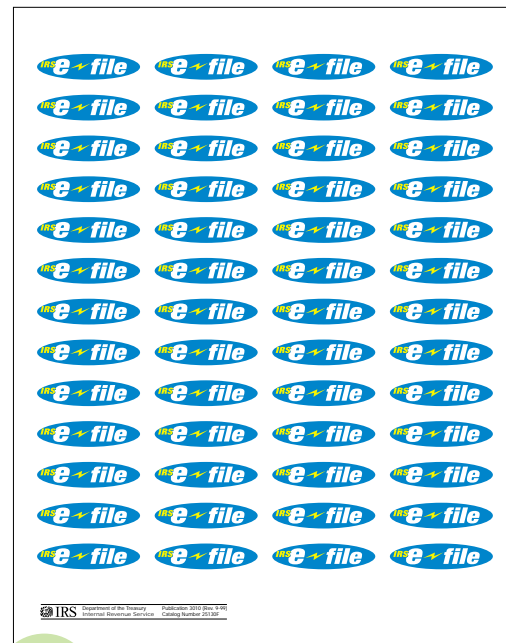
Publication 3008

Put this eye-catching decal on your window or door. Let prospective clients know that you're authorized to *e-file* their tax returns electronically to the IRS.

## Easel-Backed Desk Sign

Publication 3009

Identify yourself as an Authorized IRS *e-file* Provider to your clients.



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## IRS *e-file* Stickers

Publication 3010

Attach these handy peel and stick labels to all client correspondence, including each return you prepare to identify that it was filed using IRS *e-file*.

Order more by the sheet.

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## Refund Cycle Chart

Publication 2043

Shows the date taxpayers are sent a tax refund based on the date their returns were electronically transmitted to the IRS.

Use this handy chart to estimate when your clients will be sent their refunds.

## IRS e-file 2000 Refund Cycle Chart

Transmittal Date	Direct Deposit	Power of Attorney	Transmittal Date	Direct Deposit	Power of Attorney
Jan 14 and Jan 15	2000	Jan 18	Feb 4	2000	Jan 18
Jan 16 and Jan 17	2000	Feb 4	Feb 11	2000	Jan 18
Jan 18 and Jan 19	2000	Feb 11	Feb 18	2000	Jan 18
Feb 4 and Feb 18	2000	Feb 18	Feb 25	2000	Jan 18
Feb 19 and Feb 22	2000	Feb 25	Mar 5	2000	Jan 18
Feb 23 and Feb 24	2000	Mar 5	Mar 12	2000	Jan 18
Mar 5 and Mar 12	2000	Mar 12	Mar 19	2000	Jan 18
Mar 13 and Mar 16	2000	Mar 19	Mar 26	2000	Jan 18
Mar 17 and Mar 23	2000	Mar 26	Apr 2	2000	Jan 18
Mar 24 and Mar 26	2000	Apr 2	Apr 9	2000	Jan 18
Mar 27 and Mar 28	2000	Apr 9	Apr 16	2000	Jan 18
Mar 29 and Mar 30	2000	Apr 16	Apr 23	2000	Jan 18
Mar 31 and Apr 6	2000	Apr 23	Apr 30	2000	Jan 18
Apr 7 and Apr 13	2000	Apr 30	May 7	2000	Jan 18
Apr 14 and Apr 20	2000	May 7	May 14	2000	Jan 18
Apr 21 and Apr 27	2000	May 14	May 21	2000	Jan 18
Apr 28 and Apr 29	2000	May 21	May 28	2000	Jan 18
May 1 and May 11	2000	May 28	May 31	2000	Jan 18
May 12 and May 18	2000	May 31	Jun 4	2000	Jan 18
May 19 and May 21	2000	Jun 4	Jun 11	2000	Jan 18
May 22 and May 23	2000	Jun 11	Jun 18	2000	Jan 18
May 24 and May 25	2000	Jun 18	Jun 25	2000	Jan 18
May 26 and May 27	2000	Jun 25	Jul 2	2000	Jan 18
May 28 and May 29	2000	Jul 2	Jul 9	2000	Jan 18
May 30 and May 31	2000	Jul 9	Jul 16	2000	Jan 18
Jun 1 and Jun 5	2000	Jul 16	Jul 23	2000	Jan 18
Jun 6 and Jun 10	2000	Jul 23	Jul 30	2000	Jan 18
Jun 11 and Jun 15	2000	Jul 30	Aug 6	2000	Jan 18
Jun 16 and Jun 20	2000	Aug 6	Aug 13	2000	Jan 18
Jun 21 and Jun 25	2000	Aug 13	Aug 20	2000	Jan 18
Jun 26 and Jun 30	2000	Aug 20	Aug 27	2000	Jan 18
Jul 1 and Jul 5	2000	Aug 27	Sep 3	2000	Jan 18
Jul 6 and Jul 10	2000	Sep 3	Sep 10	2000	Jan 18
Jul 11 and Jul 15	2000	Sep 10	Sep 17	2000	Jan 18
Jul 16 and Jul 20	2000	Sep 17	Sep 24	2000	Jan 18
Jul 21 and Jul 25	2000	Sep 24	Oct 1	2000	Jan 18
Jul 26 and Jul 30	2000	Oct 1	Oct 8	2000	Jan 18
Jul 31 and Aug 4	2000	Oct 8	Oct 15	2000	Jan 18
Aug 5 and Aug 9	2000	Oct 15	Oct 22	2000	Jan 18
Aug 10 and Aug 14	2000	Oct 22	Oct 29	2000	Jan 18
Aug 15 and Aug 19	2000	Oct 29	Nov 5	2000	Jan 18
Aug 20 and Aug 24	2000	Nov 5	Nov 12	2000	Jan 18
Aug 25 and Aug 29	2000	Nov 12	Nov 19	2000	Jan 18
Aug 30 and Sep 3	2000	Nov 19	Nov 26	2000	Jan 18
Sep 4 and Sep 8	2000	Nov 26	Dec 3	2000	Jan 18
Sep 9 and Sep 13	2000	Dec 3	Dec 10	2000	Jan 18
Sep 14 and Sep 18	2000	Dec 10	Dec 17	2000	Jan 18
Sep 19 and Sep 23	2000	Dec 17	Dec 24	2000	Jan 18
Sep 24 and Sep 28	2000	Dec 24	Jan 1, 2001	2001	Jan 18
Sep 29 and Oct 3	2000	Jan 1, 2001	Jan 8, 2001	2001	Jan 18
Oct 4 and Oct 8	2000	Jan 8, 2001	Jan 15, 2001	2001	Jan 18
Oct 9 and Oct 13	2000	Jan 15, 2001	Jan 22, 2001	2001	Jan 18
Oct 14 and Oct 18	2000	Jan 22, 2001	Jan 29, 2001	2001	Jan 18
Oct 19 and Oct 23	2000	Jan 29, 2001	Feb 5, 2001	2001	Jan 18
Oct 24 and Oct 28	2000	Feb 5, 2001	Feb 12, 2001	2001	Jan 18
Oct 29 and Nov 2	2000	Feb 12, 2001	Feb 19, 2001	2001	Jan 18
Nov 3 and Nov 7	2000	Feb 19, 2001	Feb 26, 2001	2001	Jan 18
Nov 8 and Nov 12	2000	Feb 26, 2001	Mar 5, 2001	2001	Jan 18
Nov 13 and Nov 17	2000	Mar 5, 2001	Mar 12, 2001	2001	Jan 18
Nov 18 and Nov 22	2000	Mar 12, 2001	Mar 19, 2001	2001	Jan 18
Nov 23 and Nov 27	2000	Mar 19, 2001	Mar 26, 2001	2001	Jan 18
Nov 28 and Nov 30	2000	Mar 26, 2001	Apr 2, 2001	2001	Jan 18
Dec 1 and Dec 5	2000	Apr 2, 2001	Apr 9, 2001	2001	Jan 18
Dec 6 and Dec 10	2000	Apr 9, 2001	Apr 16, 2001	2001	Jan 18
Dec 11 and Dec 15	2000	Apr 16, 2001	Apr 23, 2001	2001	Jan 18
Dec 16 and Dec 20	2000	Apr 23, 2001	Apr 30, 2001	2001	Jan 18
Dec 21 and Dec 25	2000	Apr 30, 2001	May 7, 2001	2001	Jan 18
Dec 26 and Dec 30	2000	May 7, 2001	May 14, 2001	2001	Jan 18
Dec 31 and Jan 4, 2001	2001	May 14, 2001	May 21, 2001	2001	Jan 18
Jan 5 and Jan 9, 2001	2001	May 21, 2001	May 28, 2001	2001	Jan 18
Jan 10 and Jan 14, 2001	2001	May 28, 2001	Jun 4, 2001	2001	Jan 18
Jan 15 and Jan 19, 2001	2001	Jun 4, 2001	Jun 11, 2001	2001	Jan 18
Jan 20 and Jan 24, 2001	2001	Jun 11, 2001	Jun 18, 2001	2001	Jan 18
Jan 25 and Jan 29, 2001	2001	Jun 18, 2001	Jun 25, 2001	2001	Jan 18
Jan 30 and Feb 3, 2001	2001	Jun 25, 2001	Jul 2, 2001	2001	Jan 18
Feb 4 and Feb 8, 2001	2001	Jul 2, 2001	Jul 9, 2001	2001	Jan 18
Feb 9 and Feb 13, 2001	2001	Jul 9, 2001	Jul 16, 2001	2001	Jan 18
Feb 14 and Feb 18, 2001	2001	Jul 16, 2001	Jul 23, 2001	2001	Jan 18
Feb 19 and Feb 23, 2001	2001	Jul 23, 2001	Jul 30, 2001	2001	Jan 18
Feb 24 and Feb 28, 2001	2001	Jul 30, 2001	Aug 6, 2001	2001	Jan 18
Feb 29 and Mar 5, 2001	2001	Aug 6, 2001	Aug 13, 2001	2001	Jan 18
Mar 6 and Mar 10, 2001	2001	Aug 13, 2001	Aug 20, 2001	2001	Jan 18
Mar 11 and Mar 15, 2001	2001	Aug 20, 2001	Aug 27, 2001	2001	Jan 18
Mar 16 and Mar 20, 2001	2001	Aug 27, 2001	Sep 3, 2001	2001	Jan 18
Mar 21 and Mar 25, 2001	2001	Sep 3, 2001	Sep 10, 2001	2001	Jan 18
Mar 26 and Mar 30, 2001	2001	Sep 10, 2001	Sep 17, 2001	2001	Jan 18
Mar 31 and Apr 4, 2001	2001	Sep 17, 2001	Sep 24, 2001	2001	Jan 18
Apr 5 and Apr 9, 2001	2001	Sep 24, 2001	Oct 1, 2001	2001	Jan 18
Apr 10 and Apr 14, 2001	2001	Oct 1, 2001	Oct 8, 2001	2001	Jan 18
Apr 15 and Apr 19, 2001	2001	Oct 8, 2001	Oct 15, 2001	2001	Jan 18
Apr 20 and Apr 24, 2001	2001	Oct 15, 2001	Oct 22, 2001	2001	Jan 18
Apr 25 and Apr 29, 2001	2001	Oct 22, 2001	Oct 29, 2001	2001	Jan 18
Apr 30 and May 4, 2001	2001	Oct 29, 2001	Nov 5, 2001	2001	Jan 18
May 5 and May 9, 2001	2001	Nov 5, 2001	Nov 12, 2001	2001	Jan 18
May 10 and May 14, 2001	2001	Nov 12, 2001	Nov 19, 2001	2001	Jan 18
May 15 and May 19, 2001	2001	Nov 19, 2001	Nov 26, 2001	2001	Jan 18
May 20 and May 24, 2001	2001	Nov 26, 2001	Dec 3, 2001	2001	Jan 18
May 25 and May 29, 2001	2001	Dec 3, 2001	Dec 10, 2001	2001	Jan 18
May 30 and Jun 3, 2001	2001	Dec 10, 2001	Dec 17, 2001	2001	Jan 18
Jun 4 and Jun 8, 2001	2001	Dec 17, 2001	Dec 24, 2001	2001	Jan 18
Jun 9 and Jun 13, 2001	2001	Dec 24, 2001	Jan 1, 2002	2002	Jan 18
Jun 14 and Jun 18, 2001	2001	Jan 1, 2002	Jan 8, 2002	2002	Jan 18
Jun 19 and Jun 23, 2001	2001	Jan 8, 2002	Jan 15, 2002	2002	Jan 18
Jun 24 and Jun 28, 2001	2001	Jan 15, 2002	Jan 22, 2002	2002	Jan 18
Jun 29 and Jul 3, 2001	2001	Jan 22, 2002	Jan 29, 2002	2002	Jan 18
Jul 4 and Jul 8, 2001	2001	Jan 29, 2002	Feb 5, 2002	2002	Jan 18
Jul 9 and Jul 13, 2001	2001	Feb 5, 2002	Feb 12, 2002	2002	Jan 18
Jul 14 and Jul 18, 2001	2001	Feb 12, 2002	Feb 19, 2002	2002	Jan 18
Jul 19 and Jul 23, 2001	2001	Feb 19, 2002	Feb 26, 2002	2002	Jan 18
Jul 24 and Jul 28, 2001	2001	Feb 26, 2002	Mar 5, 2002	2002	Jan 18
Jul 29 and Aug 2, 2001	2001	Mar 5, 2002	Mar 12, 2002	2002	Jan 18
Aug 3 and Aug 7, 2001	2001	Mar 12, 2002	Mar 19, 2002	2002	Jan 18
Aug 8 and Aug 12, 2001	2001	Mar 19, 2002	Mar 26, 2002	2002	Jan 18
Aug 13 and Aug 17, 2001	2001	Mar 26, 2002	Apr 2, 2002	2002	Jan 18
Aug 18 and Aug 22, 2001	2001	Apr 2, 2002	Apr 9, 2002	2002	Jan 18
Aug 23 and Aug 27, 2001	2001	Apr 9, 2002	Apr 16, 2002	2002	Jan 18
Aug 28 and Aug 31, 2001	2001	Apr 16, 2002	Apr 23, 2002	2002	Jan 18
Aug 32 and Aug 35, 2001	2001	Apr 23, 2002	Apr 30, 2002	2002	Jan 18
Aug 36 and Aug 39, 2001	2001	Apr 30, 2002	May 7, 2002	2002	Jan 18
Aug 40 and Aug 43, 2001	2001	May 7, 2002	May 14, 2002	2002	Jan 18
Aug 44 and Aug 47, 2001	2001	May 14, 2002	May 21, 2002	2002	Jan 18
Aug 48 and Aug 51, 2001	2001	May 21, 2002	May 28, 2002	2002	Jan 18
Aug 52 and Aug 55, 2001	2001	May 28, 2002	Jun 4, 2002	2002	Jan 18
Aug 56 and Aug 59, 2001	2001	Jun 4, 2002	Jun 11, 2002	2002	Jan 18
Aug 60 and Aug 63, 2001	2001	Jun 11, 2002	Jun 18, 2002	2002	Jan 18
Aug 64 and Aug 67, 2001	2001	Jun 18, 2002	Jun 25, 2002	2002	Jan 18
Aug 68 and Aug 71, 2001	2001	Jun 25, 2002	Jul 2, 2002	2002	Jan 18
Aug 72 and Aug 75, 2001	2001	Jul 2, 2002	Jul 9, 2002	2002	Jan 18
Aug 76 and Aug 79, 2001	2001	Jul 9, 2002	Jul 16, 2002	2002	Jan 18
Aug 80 and Aug 83, 2001	2001	Jul 16, 2002	Jul 23, 2002	2002	Jan 18
Aug 84 and Aug 87, 2001	2001	Jul 23, 2002	Jul 30, 2002	2002	Jan 18
Aug 88 and Aug 91, 2001	2001	Jul 30, 2002	Aug 6, 2002	2002	Jan 18
Aug 92 and Aug 95, 2001	2001	Aug 6, 2002	Aug 13, 2002	2002	Jan 18
Aug 96 and Aug 99, 2001	2001	Aug 13, 2002	Aug 20, 2002	2002	Jan 18
Aug 100 and Aug 103, 2001	2001	Aug 20, 2002	Aug 27, 2002	2002	Jan 18
Aug 104 and Aug 107, 2001	2001	Aug 27, 2002	Sep 3, 2002	2002	Jan 18
Aug 108 and Aug 111, 2001	2001	Sep 3, 2002	Sep 10, 2002	2002	Jan 18
Aug 112 and Aug 115, 2001	2001	Sep 10, 2002	Sep 17, 2002	2002	Jan 18
Aug 116 and Aug 119, 2001	2001	Sep 17, 2002	Sep 24, 2002	2002	Jan 18
Aug 120 and Aug 123, 2001	2001	Sep 24, 2002	Oct 1, 2002	2002	Jan 18
Aug 124 and Aug 127, 2001	2001	Oct 1, 2002	Oct 8, 2002	2002	Jan 18
Aug 128 and Aug 131, 2001	2001	Oct 8, 2002	Oct 15, 2002	2002	Jan 18
Aug 132 and Aug 135, 2001	2001	Oct 15, 2002	Oct 22, 2002	2002	Jan 18
Aug 136 and Aug 139, 2001	2001	Oct 22, 2002	Oct 29, 2002	2002	Jan 18
Aug 140 and Aug 143, 2001	2001	Oct 29, 2002	Nov 5, 2002	2002	Jan 18
Aug 144 and Aug 147, 2001	2001	Nov 5, 2002	Nov 12, 2002	2002	Jan 18
Aug 148 and Aug 151, 2001	2001	Nov 12, 2002	Nov 19, 2002	2002	Jan 18
Aug 152 and Aug 155, 2001	2001	Nov 19, 2002	Nov 26, 2002	2002	Jan 18
Aug 156 and Aug 159, 2001	2001	Nov 26, 2002	Dec 3, 2002	2002	Jan 18
Aug 160 and Aug 163, 2001	2001	Dec 3, 2002	Dec 10, 2002	2002	Jan 18
Aug 164 and Aug 167, 2001	2001	Dec 10, 2002	Dec 17, 2002	2002	Jan 18
Aug 168 and Aug 171, 2001	2001	Dec 17, 2002	Dec 24, 2002	2002	Jan 18
Aug 172 and Aug 175, 2001	2001	Dec 24, 2002	Jan 1, 2003	2003	Jan 18
Aug 176 and Aug 179, 2001	2001	Jan 1, 2003	Jan 8, 2003	2003	Jan 18
Aug 180 and Aug 183, 2001	2001	Jan 8, 2003	Jan 15, 2003	2003	Jan 18
Aug 184 and Aug 187, 2001	2001	Jan 15, 2003	Jan 22, 2003	2003	Jan 18
Aug 188 and Aug 191, 2001	2001	Jan 22, 2003	Jan 29, 2003	2003	Jan 18
Aug 192 and Aug 195, 2001	2001	Jan 29, 2003	Feb 5, 2003	2003	Jan 18
Aug 196 and Aug 199, 2001	2001	Feb 5, 2003	Feb 12, 2003	2003	Jan 18
Aug 200 and Aug 203, 2001	2001	Feb 12, 2003	Feb 19, 2003	2003	Jan 18
Aug 204 and Aug 207, 2001	2001	Feb 19, 2003	Feb 26, 2003	2003	Jan 18
Aug 208 and Aug 211, 2001	2001	Feb 26, 2003	Mar 5, 2003	2003	Jan 18
Aug					